

**ABSTRACT OF THE DISCLOSURE**

A roof rack assembly includes a plurality of longitudinal and transverse elements mountable within the roof. The roof rack is pivotal between a stowed position and a deployed position. In the stowed position, the roof rack is received within recesses defined within a surface of the vehicle roof. In the deployed position, the roof rack is raised to support cargo above the surface of the modular roof. The longitudinal and transverse elements of the roof rack form a portion of the vehicle roof surface when in the stowed position. The shape of the longitudinal and transverse elements conform to the surface of the roof to provide a substantially continuous surface when in the stowed position.